

**SYSTEM AND METHOD FOR REPORTING CUSTOMER VISITS TO A
BANK OR THE LIKE**

ABSTRACT OF THE DISCLOSURE

A bank network having automated teller machines (ATMs) located at a bank
5 branch, wherein effective business promotion activity can be tailored for customers
conducting transactions at the ATMs. An integrated center communication system collects
customer attribute information and service offer (promotional display) information, and
transfers that information to a business store communication system at the bank branch. The
business store communication system downloads and stores the collected customer
10 information transferred from the integrated center communication system. When a customer
uses an ATM at the bank branch, the customer's attribute information is read and reported to
bank employees, so that a bank employee is able to approach the customer, for example, to
explain services offered by the bank. The reporting is accomplished through the use of
wireless transmissions to personal digital assistants carried by the bank employees. Updated
15 customer information, based on the customer's current transaction and reaction to promotion
activity, can be stored and later transferred to the integrated center communication system.

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